

1.01 Guidelines for Participation

Heraya Guidelines for Provider Participation are applied to both initial applicants and participating providers for use in making credentialing decisions. These guidelines are provided in the initial application packet for new applicants and posted on Heraya's website for participating providers. Heraya requires all providers meet the guidelines established prior to contracting and remain in compliance with the guidelines at all times.

Heraya is committed to the development of a network of providers who have demonstrated background and experience consistent with the delivery of high quality, cost-effective health care. Heraya has established guidelines for the evaluation, appointment, and reappointment of providers to its network. Heraya reserves the right to accept or deny a provider's request for initial or ongoing participation based upon the following: The Guidelines for Provider Participation, business strategy, membership obligations, and other legitimate business interests of Heraya.

To be eligible for participation, providers must meet and maintain the following guidelines adopted by Heraya for chiropractic physicians, naturopathic physicians, licensed acupuncturists, medical doctors and doctors of osteopathy providing acupuncture services, and licensed massage therapists recognized through licensure by the appropriate licensing boards in the applicable state where the provider is providing professional health care.

Clinical Practice

Heraya is committed to assisting providers to achieve the highest levels of competency with respect to clinical record keeping. Heraya's clinical record requirements may be required prior to acceptance on the network. The initial application process may require a redacted clinical record sample which is reviewed against Heraya's quality standards. Clinical records not meeting or exceeding established thresholds may result in provider enrollment in the Clinical Records Quality Improvement Program (see section 2.02).

Clinical/Billing Practice

- Clinical records are required to be maintained in English.
- Compliance with Heraya's Utilization and Quality Management Programs is required.
- Providers rendering acupuncture services are required to use:
 - FDA-approved disposable needles only (no autoclaved re-useable needles) and
 - Attest to proper hazard waste removal and use of the clean needle technique.
- Heraya providers are responsible for the accuracy of billed services rendered to Heraya members, to include:
 - Billing functions that are outsourced or performed by other office staff.
 - Electronic submission of claims is required.
- Providers are required to have a National Provider Identifier (NPI) Type I number.
- If billing under any number other than the provider's Social Security number, a NPI Type II number is typically required.

Board Certifications

Medical Doctors and Doctors of Osteopathy (MD/DO) who provide acupuncture services must have and maintain board certification by the American Board of Medical Acupuncture when applying to the network.

Insurance (Professional Liability and Office Liability)

In geographic locations where Heraya has no current business contracts, professional and office liability limits are not required until such time as contracts become active. At that time, insurance liability limits, as required by Heraya's Professional Services Agreement, must be raised to meet Heraya requirements.

- Professional liability insurance must be in amounts not less than \$1 million per incident and \$3 million in aggregate individually.
- Office liability insurance limits must be not less than \$500,000 combined single limit.

The provider's history of medical malpractice claims or professional liability claims must not reflect what, at Heraya's discretion, is a pattern of questionable or inadequate treatment or contains any gross and/or flagrant incidents of malpractice.

Work History

In addition to NCQA requirements of a 5-year review of work history, Heraya typically reviews and considers the provider's entire professional work history in any healthcare field for the following:

- Licensure issues, disciplinary actions, or current sanctions of any nature taken against the provider;
- Denial, resignation, limitation, suspension, or termination of participation by any health care institution, plan, facility, or clinic;
- Unstable professional work history;
- Incomplete or multiple discrepancies relating to professional work history, i.e. confusing work history explanations and unexplained gaps in work history;
- Prior work history with Heraya; and
- Other relevant issues.

Office Location

Heraya providers are expected to render services in a professional health care setting and for medical necessity. Services provided to Heraya members must be performed only at the approved/credentialed location which must meet Heraya's Office Facility Questionnaire threshold and standards.

The following are general requirements:

- Office Setting/Home Offices
 - Heraya and our contracted clients expect that professional services to Heraya members are rendered in a permanent, fixed professional office setting located in a traditional commercial office site.
 - Home offices are generally not accepted unless as allowed by exception due to a Heraya business need. The home office must meet the site visit policies and threshold requirements.
- Patient Privacy
 - A room with floor to ceiling walls to provide for patient confidentiality and privacy.
- Other Office Personnel
 - Unless covered under state laws governing otherwise, a provider should not request Heraya participation if:

- He or she is an employee of a provider of concern, an associate of, or otherwise affiliated within the same office or practice as a provider where services being rendered are incongruent with Heraya's Philosophy of Care, and
- In an office where a provider whose participation with Heraya was/is:
 - Terminated by Heraya,
 - Terminated as a result of a resignation at Heraya's request,
 - Denied participation on Heraya's network, or
 - Currently in the internal provider appeals process.

Terminations

Heraya has the right to terminate a provider pursuant to the terms of the Professional Services Agreement between Heraya and the provider. Terminations may be made for "cause" or "without cause." Heraya is not required to consider a reapplication, or request of reapplication, of a previously terminated provider for a period of five (5) years from the termination date. Providers who have been terminated from participation with Heraya or denied initial network participation more than once are not eligible for reapplication.